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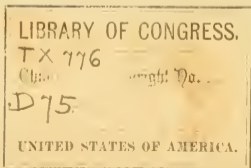
Dozier-Weyl
Cracker Co
St-Louis.



Comptroller of
Navy Department

To

17. 114



Descriptive

SAMPLE BOOK

OF GOODS
MANUFACTURED BY

Dozier-Weyl Cracker Co.

St. Louis, Mo.

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GENTLEMEN:

For the convenience of Merchants and Commercial Travelers we present this Sample Book to the Trade, in the hope that it will prove of great benefit to both buyer and seller. For a long time we have felt the need of some handy method of showing many kinds of Crackers not usually sold by Wholesale Grocers, and we trust this book may be the means of largely increasing your cracker trade.

The cuts are as near fac similies of our goods as it is possible to make them, and we have added copies of many of our labels and show cards.

We take particular pains to have our goods well packed in handsomely labeled and attractive looking packages, and promise every attention to your interests; offering first-class goods, nice packages, and reasonable prices, and on these grounds we base our hopes for at least a portion of your patronage.

Yours truly,

DOZIER-WEYL CRACKER CO.

7-28282

289578

DOZIER-WEYL CRACKER CO.

CRACKERS AND FANCY BISCUITS.

ST. LOUIS.



The advertisement is a rectangular, ornate label with a dark green border. At the top left, there is a decorative panel with a red oval containing a diamond-shaped logo with the letters 'D' and 'W'. Below this, a yellow banner with a red scalloped edge curves across the middle, bearing the company name in bold black letters. To the right of the banner is a circular illustration of a mill or factory building with a large water wheel, set against a landscape with trees and mountains. Below the banner, the words 'CRACKERS AND FANCY BISCUITS.' are printed in a stylized, outlined font on a red background. At the bottom right, the text 'ST. LOUIS.' is written in a blue banner. The background of the label is filled with various geometric patterns, including zig-zags and stripes in shades of green, blue, and red.





REGARDING GRADES AND DISPLAY.

OF many of our staple goods we make three grades, viz: T. M., XXXX and XXX. While our XXXX and XXX brands are equal to any and superior to many in the market, we would, by all means, recommend the Trade-Mark goods. They are of a well known superior quality, and a trade built up on this kind of goods is durable, as all observing merchants must admit. To sell goods rapidly you must DISPLAY THEM! No matter how great your variety or how fine your stock, if kept out of sight your trade will drag and your stock remain unsold.

N.B.—We would strongly recommend buying Crackers in boxes, as it is more satisfactory in every way—fewer broken Crackers in a package, fewer goods exposed to the air when opened, more convenient to handle and store, and Glass Show Tops can then be used, and sales greatly increased. See pages 4 and 5.





—EXPLANATION OF TELEGRAPH CODE—

On the two following pages we give a Telegraph Cypher, which it is hoped our friends will use when ordering Crackers by wire. The object is to curtail expenses in sending Messages and facilitate business generally.

*Please notice that we have so arranged the Key that one word expresses the **kind** and **grade** of goods, and style of **package** wanted: i. e. to order "Ten Half Boxes Cakes and Jumbles," simply say "ten aloe."*

Yours truly,

DOZIER-WEYL CRACKER CO.



INDEX.	ARTICLES.	BOXES.	1/2 BOXES.	BARREL.
53	Fancy Mixed Biscuit	doll.....	dove ...	dress
22	Frosted Cream "	drug ...	demon...	drunk
62	Fruit Biscuit.....	dial.....	dandy ..	dish
24	Ginger Bread.....	dyke.....	fan.....	Free
19	" Cakes.....	flag.....	fly.....	fop.....
"	" Snaps, T. M.....	flar.....	flash ...	flint
"	" " XXXX.....	flock.....	foggy...	ford
60	" " XXX.....	forest...	frame...	grab
16	Graham Crackers.....	game ..	gale ..	girl
"	Honey Cakes.....	gas.....	gift ...	gown
"	Imperial Biscuit.....	glad.....	kay.....	grass
"	Lemon Cream Biscuit, T. M.....	Grape ..	greek...	glass ...
"	" " XXXX.....	goat....	goat....	hero
63	" " " XXX.....	hill.....	hip.....	hog
"	" Snaps.....	home...	hunt ...	hare
32	Lunch Picnic Crackers	help.....	hard ...	infant
51	Milk Crackers.....	index...	infant ..	ingot ...
50	Macaroons (French).....		inland ..	industry
55	" " (Cocoanut).....		insult...	inhabit
61	Nationalities.....	intend...	iron ...	jack
9	Oat Meal Crackers.....	instep...	iron ...	jack
"	Pearl Oyster Crackers, T. M.....	income...	inhabit ..	insane
"	" " " XXXX.....	invent ..	iron ...	inhabit
13	Picnic Crackers, T. M.....	jaill	japan...	jaw
"	" " XXXX.....	lady.....	lance...	land
"	" " XXX.....	batch	latin...	lava
47	Pilot Bread.....	lazy.....	lead....	leg
"	Pretzels.....	life.....	ilac.....	hiben
"	Rifle Nuts.....	link.....	tip.....	load
7	Scotch Snaps.....	local.....	lock.....	madame
"	Soda Crackers, City.....	madly...	travlen..	maniac
"	" " T. M.....	maple...	marsh...	maniac
"	" " XXXX.....	merit...	midway ..	milk
"	" " XXX.....	model...	misser...	mix
30	Spice Nuts.....	motto...	monkey ..	moral
23	St. Louis Butter Crackers...	nabob...	muddy ..	nutton
14	Star Oyster Crackers.....	navy.....	napkin..	nature
18	Sugar Crackers, T. M.....	neck.....	notary ..	noble
"	" " XXXX.....	paran ..	painter ..	palace
"	" " XXX.....	poultry ..	paper...	parade
31	Tea Butter.....	parrot...	parent ..	parlor
8	Victoria Soda.....	pepper..	perform.	petition
"	Wine Biscuit.....	phial....	phrase...	pillow
"	" " picture...			

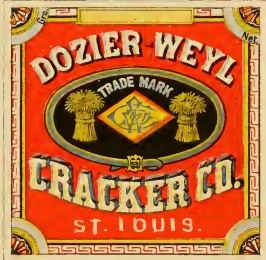
TELEGRAPHIC CODE.

INDEX.	ARTICLES.	BOXES.	$\frac{1}{2}$ BOXES.	BARREL.
PAGE.	Alphabets	amber ..	angry ..	arch
56	Animals	apron	ape	
54	Assorted Cakes and Jumbles	arg	aloe	
34	" Crackers (Fancy)..	adopt	aid	
33	" " (Plain)..	acid	admit..	
21	Bolivar	avoid	article ..	attic
29	Boston	atlas	ate	astray
28	Boston Butter	aspect	artful..	argo
25	Butter Crackers, T. M.	arm	berry	brag
42	" " XXXX..	balm	book	born
26	" " XXX..	boat	blade	birch
42	Butter Scotch Snaps	briar	broth	
36	Banana Fingers	brough ..	booty	
35	Chocolate Cakes	buggy	brave	
45	" " Jumbles	bush	brady	
37	Cocoa nut	baker	bale	
38	Guba Jumbles	bull	bang	
44	Gem Cakes	brick	buckle ..	
39	Honey "	baron	batch	
46	" " Fingers	beg	bold	
43	" " Jumbles	check	chicken ..	
41	Jack Frost Cakes	china	cider	
16	Lady Fingers	cigar	civil	
26	Lemond Hotel Cakes	clan	claret	
57	Nonpartal Cakes	clash	coach	
53	Peerless Jumbles	coq	coat	
17	Prize	croque	crib	
6	Spice	cravat	confer	
11	" Cakes	corona	crow	
10	Strawberry Cakes	crust	cross	
10	Vienna Jumbles	caustic	crystal ..	
10	City Shell Oyster Crackers ..	compass ..	consul	
10	Cornhill Biscuit	cube	cuff	
10	Cocoanut Taffy Snaps	cadet	cane	caper
10	Cracknell "	card	carpet	capital
10	Cream " T. M.	cardinal ..	caprive ..	cedar
10	" " XXXX	cannon	carriage ..	cement
10	" " XXX	carriage ..	cause	channel
10	Cream Soda Crackers	charcoal ..	char	charter
10	Paisy Oyster "	cow	charity ..	child
10	Kexcolator "	church	chalk	candle

Cakes and Jumbles. See page 54.



REDUCED FAC-SIMILES OF OUR T.M. BOX & BARREL LABELS.



Under these labels we pack our Trade Mark or best goods, the quality of which is well known to be the finest.

ON the following page we present cuts of our two Glass Show Tops, or Box Covers. They fit our boxes exactly and are an A No. 1 thing for all retail grocers, keeping out dust, flies, mice, moisture, fingers, etc., and displaying your goods to splendid advantage. We have sold no less than 15,000 of these Tops in the past two years, and merchants having them, have in many cases doubled their cracker business.

They can also be used for displaying dried fruits, nuts, raisins, broken candy, etc. Are packed for shipping in cases holding 2, 3, 4, 6, 8 or 12. In ordering be sure to say which style is wanted. Beware of cheap imitations.

DOZIER - WEYL CRACKER CO'S GLASS SHOW TOPS.



SIDE AND END SLIDES

"THE FOUR IN CENTRE ARE SIDE SLIDES:-THE ONES ON TOP ARE END SLIDES- SEE PAGE 4."

+ DOZIER-WEYL CRACKER CO'S "SODA CRACKER" +



Of these goods we manufacture three grades: the T. M., a fine merchantable cracker; the XXXX, a good intermediate, and the XXX, a fair ordinary cracker. The T. M. average 86 crackers per lb. (perhaps the lightest "soda" made). Are packed in boxes or barrels, weight about 25 lbs. or 50 lbs. respectively.

+ DOZIER-WEYL CRACKER CO'S "CREAM SODA" +

7



We give prestige to this cracker by placing it first in our book, believing it to be the finest soda cracker that can be made. They are only packed in boxes of about 22 lbs. each, or in cartons of about 2 lbs. each, and average about 81 crackers per lb.

+ DOZIER-WEYL CRACKER CO'S "VICTORIA SODA" +



These goods are of same quality and nature as our "Cream Soda," but are much smaller—say $2\frac{1}{4}$ by $2\frac{1}{4}$ inches; are packed only in boxes or $\frac{1}{2}$ boxes of about 25 lbs. or 12 lbs. each, or in cartons of 3 and 6 lbs. each. One cracker.





This is one of our most expensive and elegant oyster crackers, and is better adapted to the finer class of trade than the ordinary oyster cracker. Packed in boxes or barrels, average weight about 25 or 50 lbs. One grade.



A most superior oyster cracker, similar in quality and smoothness to the "Excelsior," and differing from them in shape only. They contain no scraps. Packed in boxes or barrels, average weight about 30 or 60 lbs. One grade.



Three grades, T. M., XXXX, XXX. Packed in boxes or barrels. Average weight 25 or 50 lbs.

REDUCED FAC-SIMILES OF OUR XXXX BOX & BARREL LABELS.



Under these labels we pack our 2nd grade of goods—goods suitable for the ordinary run of trade.



One grade. Packed in boxes or barrels, average weight 25 or 50 lbs.



Are perhaps the richest oyster crackers we make—very crisp and palatable. Packed in boxes or barrels
average weight 25 or 50 lbs. One grade.





Are light and porous and are our leading staple sweet cracker. Size 3 by 3 inches, three grades, packed in boxes, $\frac{1}{2}$ boxes or barrels. Average weight 25, 18 or 55 lbs. Run about 24 crackers per lb.

+ DOZIER-WEYL CRACKER CO'S " SUGAR CRACKERS. " *



Are small, square, sweet crackers, three grades, packed in boxes, $\frac{1}{2}$ boxes or barrels, average weight, 25, 18 or 55 lbs.



Three grades. The T. M. for delicate flavor and fine finish is unrivalled. Sell very rapidly. Packed in boxes, $\frac{1}{2}$ boxes or barrels. Average weight about 85, 15 or 70 lbs.




Under these labels we pack what are known as our jobbing goods. They are good sound merchantable crackers, but are not as well adapted to the better class of trade as the higher grades.



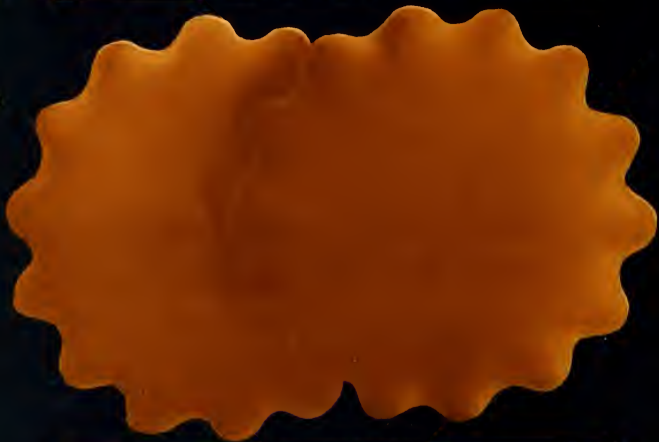
DOZIER-WEYL CRACKER CO'S "FROSTED CREAM"



An excellent $\frac{1}{8}$ honey, $\frac{1}{8}$ molasses cake, nicely frosted and very popular when once introduced. One grade, size 4 by $2\frac{1}{2}$ inches, average about 15 cakes per lb. Packed only in boxes or $\frac{1}{2}$ boxes, average weight 40 or 90 lbs.



Essentially an old-fashioned ginger cake, particularly adapted to Southern trade. Size 7 by 4 inches, average 6 to the pound, one grade, packed only in boxes of about 30 lbs.



A good merchantable cake, well adapted to Southern trade. $3\frac{1}{4}$ inches in diameter, average 14 cakes per lb.
Packed in boxes or barrels, weight about 80 or 60 lbs. each. One grade.



DOZIER-WEYL CRACKER CO.'S "COGOANUT TAFFY SNAPS."



Very rich goods and highly flavored. Packed only in boxes or $\frac{1}{2}$ boxes of about 30 or 15 lbs. each.



Under these labels we pack our various varieties of crackers in packages holding about half the quantity of a large box. Our glass tops fit these boxes too.

+ DOZIER-WEYL CRACKER CO'S " BUTTER CRACKERS " +



One of our staple crackers. Three grades, packed in boxes, $\frac{1}{4}$ boxes or barrels. Average weight 25, 18 or 50 lbs.



A very fine flaky cracker, about the size of plain butter cracker, but twice as thick. Packed in boxes or barrels. Average weight 25 or 50 lbs. One grade.

+ DOZIER-WEYL CRACKER CO'S " ST. LOUIS BUTTER " +



One of our richest and most popular butter crackers. Packed in boxes or barrels. Average weight 25 or 50 lbs.



A very rich cracker and one that pleases wherever sold. One grade. Packed in boxes or barrels. Average weight 25 or 50 lbs. each.

+ DOZIER-WEYL CRACKER CO'S "MILK CRACKER" +



A light delicate cracker, made of the best materials, and very popular with the nicer class of trade. Packed only in boxes or $\frac{1}{4}$ boxes of about 22 or 12 pounds each, or in cartons of about 2 or 4 pounds each.

REDUCED FAC-SIMILES OF 4 lb. MILK & "FANCY ASSORTED" CARTON LABEL



We use the "Milk" label on our 4 pound Milk Carton. The "Fancy Assorted" label we use on a carton of nicely assorted crackers holding about 7 or 8 lbs. For a fine family trade this is an excellent thing. Shipped in cases holding 4, 6, 8 or 12 cartons each.

CAKES AND JUMBLES.

ON the twelve following pages we show fac-similes of our leading Cakes and Jumbles.

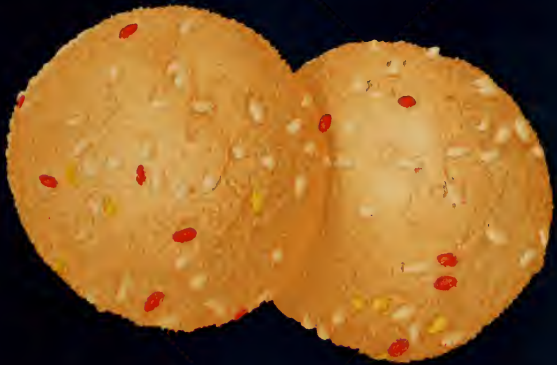
Although a comparatively new article, they have attained a wonderful popularity. They possess all the qualities of hand-made goods, and retain their flavor and freshness for a long time. Being mixed and molded entirely by machinery, they are absolutely clean and nice, and are unequalled for their regularity of shape and finish—a result obtained only by the Holmes machine, the original and only complete soft dough machine yet introduced, and to which we own the exclusive right for this State.

THEY ARE PACKED in boxes or half boxes of about 25 or 12 lbs. each, either assorted 10 or 12 kinds in a box, or each kind separately as desired. They average about 28 or 30 to the pound.



A light colored, attractive looking jumble cracker with colored sugar drops. See bottom of page 84 for style of packing.

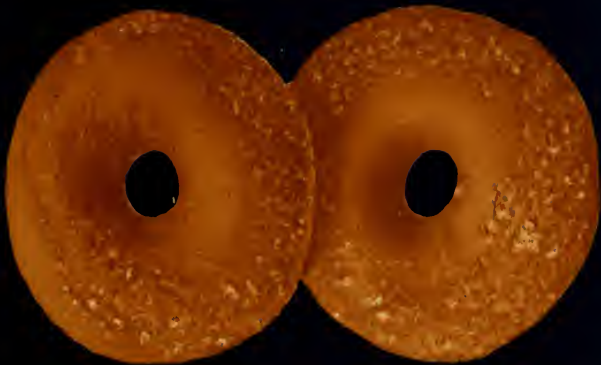




An attractive, light colored cake coated with nonpareil. See page 84 for style of packing.



A fancy, loud looking cake, and sells well. See page 34 for style of packing.

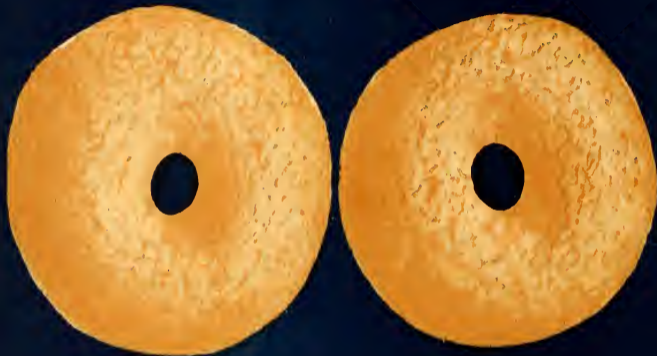












A light frosted Jumble and sells rapidly For style of packing see page 34







A small, delicate, and crisp article, rapidly becoming popular and daily coming into more general use.
Packed in boxes, 1/2 boxes or barrels. Average weight 25, 15 or 50 lbs.

+ DOZIER-WEYL CRACKER CO'S LEAFLETS +



One of our finest biscuits, packed in tin cans of about 1, 2 or 9 lbs. each, and shipped in cases holding 1, 2 or 3 dozen tins each.

REDUCED FAC-SIMILES OF OUR "LEAFLET" LABELS.



These labels are very attractive, and for shelf goods none are more beautiful than the "Leaflets."

+ DOZIER - WEYL CRACKER CO.'S "COCOANUT MACCAROONS." +



As rich and delicious as can be made. Keep fresh and nice for a long time. Packed only in $\frac{1}{2}$ boxes of about 15 lbs. each.



A rich and elegant almond macaroon, and for excellence cannot be surpassed. Packed only in $\frac{1}{4}$ boxes of about 15 lbs. each.



Very showy and quick selling goods. Small and many of them decorated. Packed in boxes or $\frac{1}{4}$ boxes.
Weight about 30 or 15 lbs. each.



* One of the finest and lightest crackers made. Fine as a wine biscuit and splendid for the sick room.
Packed in boxes, $\frac{1}{2}$ boxes or barrels. Average weight, 15, 8 or 30 lbs. each.



A novel and pleasing form, rich and sell rapidly. Several other figures. Packed only in boxes or $\frac{1}{2}$ boxes. Average weight 80 or 10 lbs.



DOZIER-WEYL CRACKER CO'S "ALPHABETS"

ALPHA
BET

Particularly pleasing to the little folks, and one of our most popular sweet goods. Packed only in boxes or $\frac{1}{2}$ boxes. Average weight 30 or 15 lbs.



One of the staple, fancy biscuits; too well known to need description. Packed in boxes, $\frac{1}{2}$ boxes or barrels. Weight about 85, 18 or 70 lbs respectively.

REDUCED FAC-SIMILES OF OUR OSWEGO & ALBERT LABELS.



Very handsome little labels, making very showy shelf goods.



Very crisp and delicate. Oswegos are packed in tins of about 1, 2 or 9 lbs. each. Alberts in tins of about 2 or 9 lbs. each. Both are shipped in cases holding 1, 2 or 8 dozen of 1 or 2 lb. tins—the 9 lb. tins in cases holding 2, 4 or 6 tins each.



A perfectly plain and nutritious cracker, made of Graham flour. Particularly adapted for the use of dyspeptics. Packed in boxes or $\frac{1}{2}$ boxes of about 35 or 18 lbs.



A plain cracker, containing only a little lard, and very popular for its nutritious qualities. Packed in boxes or $\frac{1}{4}$ boxes of about 85 or 18 lbs. each.

+ DOZIER-WEYL CRACKER CO'S " FRUIT BISCUIT. "



A small rich currant biscuit. Packed in boxes, $\frac{1}{2}$ boxes or barrels. Average weight, 40, 20 or 70 lbs. respectively.



One of our finest snaps; made with great care and highly flavored with lemon. Packed only in boxes or $\frac{1}{2}$ boxes. Average weight 85 or 18 lbs.

REDUCED FAC-SIMILE OF OUR CHROMO SHOW CARD.



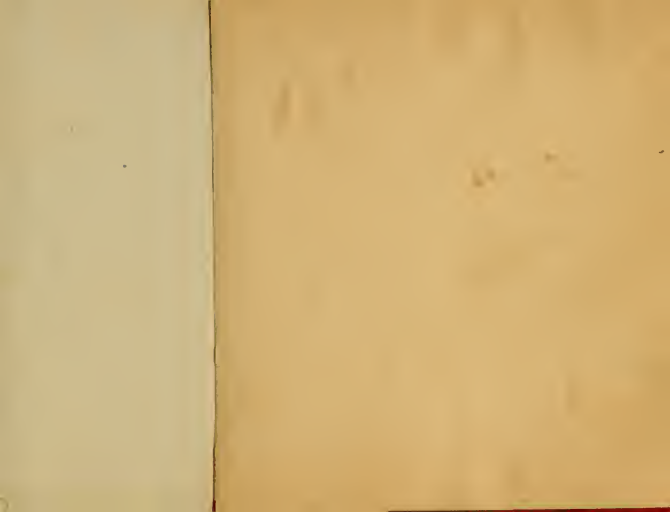
The original, including frame, measures 28 by 34 inches, and is admitted to be one of the handsomest show cards in use. To parties ordering 25 boxes crackers direct, or 10 boxes of their wholesale grocer, we will furnish one.

REDUCED FAC-SIMILE OF OUR NEW SHOW CARD.



TRADE MARK REGISTERED 1901.

THE ORIGINAL MEASURES 11 X 14 INCHES AND IS THE MOST ATTRACTIVE AND APPROPRIATE SHOW CARD EVER ISSUED IN THE CRACKER BUSINESS SENT FREE TO ALL DEALERS.



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